

# JESSICA J. CHIEN

Senior Visual Designer • Art Director • UX UI Designer • 10 years of experience

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## EDUCATION

Boston University, May 2007

B.S. in Advertising,  
Communications

Minor in Visual Arts

## SKILLS

Visual Design

Responsive Design

Information Architecture

Concept Development

Brand Identity

Collateral

Brochures / Posters

Promotional Materials

Email Marketing

Wireframe

Project Management

Strategic Design

## TECHNICAL

Adobe CC

★★★★★

Illustrator, Photoshop, InDesign

Sketch App

★★★★★

MS Office

★★★★★

Word, PowerPoint

InVision

★★★☆☆

HTML / CSS

★★★☆☆

## PROFESSIONAL EXPERIENCE

AUG '16 - NOW

**WideOrbit, Inc**

San Francisco, CA

Senior Graphic Designer

- Lead the vision for re-branding the WideOrbit look and feel by researching and talking with stakeholders to develop a new brand that is relevant to their current audience
- Set the visual language for branding guidelines and roll it out into all aspects of the company, including website, decks (internal and external) and marketing materials/collateral
- Work with lead-gen marketing team to create compelling emails and landing pages for campaigns to increase engagement and conversion
- Cater to the needs of internal teams (ie. Recruiting, HR, Sales, and Product teams) and transform their materials to be more professional and presentable
- Work with Product Marketing Managers to put together slides that tell a story
- Work alongside Events Manager and outside vendors with a vision and conception of trade show booths and graphics
- Manage contract developers to build and manage digital properties and email creation

MAY '15 - JULY '16

**Zenefits**

San Francisco, CA

Senior Visual Designer

- First in-house marketing designer at Zenefits, owner of the branding and visual language strategy
- Slow and steady re-brand of the company from child-like cartoons to a more sophisticated and trusted brand look and feel
- Help streamline the design language between the marketing and product experience
- Works cross-functionally across all teams in the company to produce needed design materials ranging from PowerPoint decks, case studies, illustrations, icons, logos, and other marketing-related materials
- Designs marketing materials for events/roadshows/trade shows including banners, booth signage, swag, etc.
- Collaborate with teammates and stakeholders to work in a fast-paced and agile environment
- Project manages own projects and talks to appropriate stake holders to get things done
- Works closely with the CEO and VPs to develop design needs
- Redesign the UX/UI for lead-gen user experience to increase the number of inbound leads

APR '14 - MAY '15

**RealCrowd, Inc.**

Palo Alto, CA

Lead Visual Designer

- Primary designer from ideation to creating final assets for everything visual - product, web, print and digital marketing
- Re-brand and redesign the website for Realcrowd.com to provide a better user experience and to increase account creation
- Created wireframes and UI for the product to make complicated investment processes easier. E.g. Investor accreditation process, requesting and sending funds, investment dashboard
- Work closely with product manager and developer to produce a working product
- Design marketing materials to help convert high-net worth investors to invest using the RealCrowd platform—including emails, white papers, postcards, landing pages
- Extremely involved in the creative direction and copywriting of marketing strategy and materials

MAY '12 - OCT '14

**500friends**

San Francisco, CA

Visual Designer

- Re-brand and redesigned our 500friends.com website, working closely with the VP of Marketing for content
- Design marketing material including emails, landing pages, forms (using Marketo platform) to drive traffic to our site
- Collaborate with the marketing team to illustrate and design infographics
- Created comprehensive white-label mockups for sales and biz dev presentations to sell to potential clients, working closely with our Strategy and Customer Success teams
- Work with CEO, COO, and Sales team to designed and redesign slides and visuals used for sales decks and presentations by developing mock-ups and flows for upcoming future products that help retailers retain lifetime value customers
- Work closely with Product Managers and Developers to create solutions for improving our client portal to increase productivity and user experience, including different templates for our white label product and making sure that our design can be used across multiple e-commerce marketing platforms (Email templates, widgets, etc.)
- Manage a junior designer.

FEB '12 - JULY '14

**Jibe Mobile**

Mountain View, CA

UX/UI Mobile Designer  
(Contractor)

- Create stories/flows and UI for Jibe Mobile's gaming Arena from the how a user launches the application to how a user signs up to how a user can challenge his friend to play a game in real-time
- Design icons and full screen video UI for Jibe ON, a cross-platform mobile-to-mobile chat, video, and file sharing application
- Work closely with Product Manager and engineering to build designs to spec and deliver assets

JULY '09 - OCT '11

**Sanrio.com**

South San Francisco, CA

Web Designer & Product  
Photographer

- Maintain Sanrio.com on a day-to-day basis including banner and promotional updates and making sure the correct products are online
- Design bi-weekly email marketing campaigns featuring new promotions and products which increased sales by 30% year over year
- Train and manage the Junior Web Designer with product photography, image preparation, and the Sanrio brand
- Design custom t-shirts and mugs for promotional items which were also sold on the site
- Manage photography and product image preparation processes including product categorization to maximize user experience on Sanrio.com
- Involved in concept, design, and uploading product banners, promotional banners, and landing pages for the home page and shop pages on Sanrio.com, averaging 6-10 different banners a week

OCT '07 - JUNE '09

**Catapult Direct Marketing (Agency)**

Campbell, CA

Production Designer

JUNE '06 - OCT '07

**CKR Interactive (Agency)**

Cupertino, CA

Production Designer



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